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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-35APP (GP-090-00-US)**

Applicants: **Jeffrey A. DEAN, et al.**

Serial No.: **10/748,870**

Filing Date: **December 29, 2003**

Title: **IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR  
PRESENTING RELATED INFORMATION IN ASSOCIATION WITH  
CONTENT-RELATED ADVERTISEMENTS**

Examiner: **Wilson W. Tsui**

Group Art Unit: **2178**

Mail Stop: PG Pub  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

Resubmission of (Copy of) Rescission of Previous Nonpublication  
Request and Notice of Foreign Filing filed on March 2, 2004

On October 28, 2009, the applicants' representative noticed that the present application has not been published. Upon further investigation, the applicants' representative discovered that no record of form PTO/SB/36 (Rescission of Nonpublication Request and Notice of Foreign Filing) filed on March 2, 2004 is included in the Patent Application Information Retrieval (PAIR) system.

On October 28, 2009, the applicants' representative, Leonard Linardakis (Reg. No. 60,441), spoke with Mark Polutta of the Office of Patent Legal Administration to discuss the matter.

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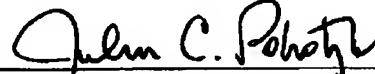
OCT 28 2009

Mr. Polutta explained that the applicants should submit (1) a copy of form PTO/SB/36 filed on March 2, 2004 and (2) a copy of the stamped postcard acknowledging receipt by the US PTO of the Rescission of Previous Nonpublication Request (and Notice of Foreign Filing). As per Mr. Polutta's instructions, these items are filed herewith.

Furthermore, per 35 C.F.R. 1.8(b), I certify that I personally signed and mailed, via an employee of the firm of Straub & Pokotylo, form PTO/SB/36 on March 2, 2004.

Respectfully submitted,

October 28, 2009

  
John C. Pokotylo, Attorney  
Reg. No. 36,242  
Customer No. 26479  
(732) 936-1400

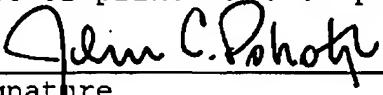
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I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

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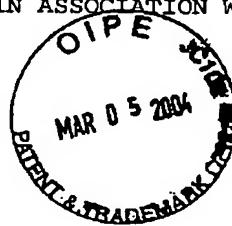
Applicants: Jeffrey A. DEAN, Krishna BHARAT  
Attorney Docket No.: Google-35APP (GP-090-00-US)  
Serial No.: 10/748,870 Filed: December 29, 2003  
Title: "IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR PRESENTING RELATED INFORMATION IN ASSOCIATION WITH CONTENT-RELATED ADVERTISEMENTS"

Date of Mailing: March 2, 2004 (JCP/dd)

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Applicants: Jeffrey A. DEAN, Krishna BHARAT  
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OCT 28 2009

PTO/SB/36 (05-03)  
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**RESCISSON OF PREVIOUS  
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(35 U.S.C. 122(b)(2)(B)(ii))  
AND, IF APPLICABLE,  
NOTICE OF FOREIGN FILING  
(35 U.S.C. 122(b)(2)(B)(iii))**

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|                      |  |
|----------------------|--|
| Application Number   | 10/748,370   |
| Filing Date          | December 29, 2003  |
| First Named Inventor | Jeffrey A. DEAN  |
| Title                | IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR PRESENTING RELATED INFORMATION IN ASSOCIATION WITH CONTENT-RELATED ADVERTISEMENTS |
| Atty Docket Number   | Google-35APP (GP-090-00-US)  |
| Group Art Unit       | Not yet assigned   |
| Examiner             | Not yet assigned   |

A request that the above-identified application not be published under 35 U.S.C. 122(b) (nonpublication request) was included with the above-identified application on filing pursuant to 35 U.S.C. 122(b)(2)(B)(i). I hereby rescind the previous nonpublication request.

If a notice of foreign or international filing is or will be required by 35 U.S.C. 122(b)(2)(B)(iii) and 37 CFR 1.213(c), I hereby provide such notice. This notice is being provided no later than forty-five (45) days after the date of such foreign or international filing.

*If a notice of subsequent foreign or international filing required by 35 U.S.C. 122(b)(2)(B)(iii) and 37 CFR 1.213(c) was not filed within forty-five (45) days after the date of filing of the foreign or international application, the application is ABANDONED, and a petition to revive under 37 CFR 1.137(b) is required. See 37 CFR 1.137(f).*

March 2, 2004

Date

John C. Pokotylo

Signature

(732) 542-9070

Telephone Number

John C. Pokotylo

Typed or printed name

**This request must be signed in compliance with 37 CFR 1.33(b).**

If information or assistance is needed in completing this form, please contact the Pre-Grant Publication Division at (703) 605-4283 or by e-mail at [PGPub@USPTO.gov](mailto:PGPub@USPTO.gov).

**CERTIFICATE OF MAILING OR TRANSMISSION**

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop PG Pub, Commissioner For Patents, P.O. Box 1450, Alexandria, VA 22313-1450, or facsimile ((703) 305-8568) transmitted to the U.S. Patent and Trademark Office on the date shown below.

|                   |                         |      |               |
|-------------------|-------------------------|------|---------------|
| Name (Print/Type) | John C. Pokotylo        | Date | March 2, 2004 |
| Signature         | <u>John C. Pokotylo</u> |      |               |

Burden Hour Statement: This collection of information is required by 37 CFR 1.213(b). The information is used by the public to rescind a previously filed request that an application not be published under 35 U.S.C. 122(b) (and the PTO to process that rescission). Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This form is estimated to take 6 minutes to complete. This time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop PG Pub, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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